

## ABSTRACT OF THE DISCLOSURE

New and improved systems and methods for facilitating sale and distribution of fuel to a fuel customer. Such systems and methods include and involve a server facility configured to store fuel deal data and to process such fuel deal data to automatically  
5 generate pricing data based on the fuel deal data and in accordance with a pre-determined pricing technique. The system and method also include and involve a client facility that is coupled to the server facility via an electronic data network and which is configured to permit a user to enter such fuel deal data  
10 and to cause the server facility to store and process the fuel deal data to generate the pricing data. As such, fuel may be sold and distributed to a fuel customer via a fuel distribution system based on the fuel deal data and the automatically generated pricing data.